[Rob Frohwein](mailto:rob@keepfinancial.com)

*Co-Founder and CEO of Keep Financial*

Rob Frohwein recently co-founded Keep Financial Technologies, which is focused on embedding fintech to eliminate the recruiting and retention challenge facing nearly every employer in the world. Prior to Keep, Rob co-founded, and was the long serving CEO of Kabbage, a pioneering small business fintech, which raised $400m in equity, served 500,000 U.S. small businesses and delivered $16B in capital prior to its sale to American Express in October 2020. Rob is an inventor on 17 U.S. patents, has written three books on intellectual property, co-hosted a talk format radio show on work & careers, and was named a Top 50 CEO by Glassdoor in 2018. He also holds a lifetime visitor’s pass to the National Baseball Hall of Fame, which he earned in connection with one of his earliest entrepreneurial endeavors.

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[Kathryn Petralia](mailto:kathryn@keepfinancial.com)

*Co-Founder and President of Keep Financial*

Kathryn Petralia is the co-founder and president of Keep Financial, which is focused on embedding fintech to eliminate the recruiting and retention challenge facing nearly every employer in the world. Prior to Keep, Kathryn co-founded Kabbage, a pioneering small business fintech, which raised $400m in equity, served 500,000 U.S. small businesses and delivered $16B in capital prior to its sale to American Express in October 2020.

Before co-founding Kabbage, Kathryn spent nearly 15 years working with large and small companies focused on credit, payments and e-commerce. Also, an advocate for women in the workplace, a humanitarian and philanthropist, Kathryn was recognized as one of the 100 Most Powerful Women in the World by Forbes magazine in 2007, serves on the board for [CARE.org](https://nam11.safelinks.protection.outlook.com/?url=http%3A%2F%2Fcare.org%2F&amp;data=04%7C01%7Cwchapman%40greendotcorp.com%7C6d7b8c7d258b4791cd0f08d976f3bb92%7C7f6bcd3a7ec34e56b0aac1b641c97749%7C0%7C0%7C637671611471913391%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&amp;sdata=m4RMvNvO%2BSaRvObfZad9qvN02pAWYXGHZEzEeCSKQ4Y%3D&amp;reserved=0), PadSplit, Tricolor and the Atlanta Chamber Music Festival, is a member of the Digital Advisory Council at Fannie Mae, and is a trustee for the Woodruff Arts Center in Atlanta.

